UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/848,621	05/04/2001	Takeshi Ogaki	016887-1042	6000

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EXAMINER
BOVEJA, NAMRATA

ART UNIT	PAPER NUMBER
3622	

DATE MAILED: 12/22/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/848,621	OGAKI ET AL.
	Examiner	Art Unit	
	Namrata Boveja	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>04 May 2001</u>.

2a)☐ This action is **FINAL**.   2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>*1-7 and 9-13*</u> is/are pending in the application.

    4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>*1-7 and 9-13*</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☒ The drawing(s) filed on <u>04 May 2001</u> is/are: a)☒ accepted or b)☐ objected to by the Examiner.

    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

    a)☐ All   b)☐ Some * c)☐ None of:

      1.☐ Certified copies of the priority documents have been received.

      2.☐ Certified copies of the priority documents have been received in Application No. _____.

      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)

2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3)☒ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
    Paper No(s)/Mail Date <u>06/13/2002</u>.

4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.

5)☐ Notice of Informal Patent Application (PTO-152)

6)☐ Other: _____.

DETAILED ACTION

1.   Claim 8 is cancelled. Claims 1-7 and 9-13 are presented for examination.

Preliminary amendments made to claims 3-6 have been entered.

Objections

1.   The disclosure is objected to because of the following informalities: there are

several spelling errors in the specification (grater on Page 8, reflet on Page 9, and the Y

symbols on Page 11) and there are some symbols used in the specification that should

be deleted (OO symbol on Page 7). Appropriate correction is required.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all

obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as
> set forth in section 102 of this title, if the differences between the subject matter sought to be
> patented and the prior art are such that the subject matter as a whole would have been obvious
> at the time the invention was made to a person having ordinary skill in the art to which said
> subject matter pertains. Patentability shall not be negatived by the manner in which the invention ·
> was made.

2.   Claims 1- 4 and 7 are rejected under U.S.C. 103(a) as being unpatentable over

Yasuhiko (Japanese Publication Number JP11-126021-A hereinafter Yasuhiko) in view

of Barnett et al (Patent Number 6,336,099 hereinafter Barnett).

In reference to claim 1, Yasuhiko teaches an image forming system having a

sales management system for managing sales at a specific point while controlling

commodity sales and customer data via a terminal set in a store and an image forming

unit having at least an image printing function, guidance information including a map

being selectively formed and printed with information on specials by the image forming

unit, the image forming system comprising: an information selector that selects and

combines advertisement information offered by an advertiser (Page 3 lines 11-20, Page

4 lines 10-19, and Page 10 lines 3-21), guidance information including information

having a name, a place, a route and a telephone number (Page 3 lines 11-20, Page 4

lines 1-13, Page 8 lines 16-19, Page 10 lines 3-21, Page 11 lines 15-26, Page 12 lines

12-16, and Figures 1-10) for designating the advertiser and information on specials

including coupons to be used in purchasing goods or taking advantage of service

offered by the advertiser (Page 5 lines 1-7, Page 12 lines 18-35, Page 14 lines 4-13,

Page 18 lines17 to Page 19 lines 8, and Page 23 lines 17-23); wherein the image

forming unit prints out a leaflet having edited information of the advertisement and

guidance information and the information on specials selected by the information

selector (Page 3 lines 11-28, Page 21 lines 15-16, Page 22 lines 10 to Page 23 lines

23, and Figures 1-10); manually issuing a receipt ID based on commodity purchase (i.e.

each redeemed coupon is stamped and marked at the store by the sales person to

indicate receipt based on purchased commodity) (Page 14 lines 4-13); and a database

(i.e. a collection of data such as advertisements and maps that can be retrieved for

printing) including a map and advertisement database for storing guidance and

advertisement data (Page 12 lines 12-16, Page 19 lines 19-23).

Yusuhiko is silent about automatically identifying a receipt ID using a statistical

data processor (i.e. a computer or some automated means) based on customer

demographic data entered via the sales management system and retrieving commodity

and customer data using the receipt ID for statistical processing. Yusuhikso is also

silent about a commodity and customer database for storing commodity and customer

data and using the results of the statistical processing performed by the statistical data

processor in printing leaflets.

Barnett teaches using a statistical data processor to issue a receipt ID

automatically based on commodity purchase (i.e. coupon redemption data) (col. 5 lines

23-34 and col. 7 lines 12-20) and automatically capturing customer demographic data

entered via the sales management system a (col. 7 lines 36-55); and a commodity and

customer database for storing commodity and customer data used for the statistical

processing and a statistical data database for storing statistical data after processed by

the statistical processing (col. 12 lines 30-67), and using the results of the statistical

processing performed by the statistical data processor in printing leaflets (i.e. certain

users will get certain types of coupons based on collected data) (col. 9 lines 59-67 and

col. 12 lines 41-67).

It would have been obvious for Yusuhiko to include the use of a statistical data

processor to track the redemption of coupons for purchased items, to capture

demographic data about who redeemed the coupon, and to use this information to

develop future targeted coupon leaflets for the users to provide relevant and useful

coupons to the users which are likely to have a higher redemption rate and are

therefore likely to lead to increased sales.

3.   In reference to claim 2, Yusuhiko teaches the image forming system wherein the

information selector selects the content from those related to specials corresponding to

goods or services offered by the advertiser in accordance with an amount of money (i.e.

amount off or percentage off) used for purchasing at the store in which the terminal of

the sales management system has been set and the image forming unit prints out the

selected and edited information (Page 5 lines 1-7, Page 8 lines 17-19, Page 10 lines 12-

21, Page 22 lines 6-8, Page 29 lines 15-17, Page 31 lines 7-8, and Figures 1-10).

Yusuhiko is silent about using the statistical data output by the statistical data

processor to select coupon content including a period of validity. Barnett teaches using

the statistical data output by the statistical data processor to select coupon content (i.e.

for a user who bought X, give a coupon for item Y) (col. 12 lines 41-67) including a

period of validity (i.e. an expiration date) (col. 7 lines 21-27, col. 11 lines 25-29 and 52-

65, and Figure 5).

It would have been obvious for Yusuhiko to include the use of a statistical data

processor to track the redemption of coupons for purchased items, to capture

demographic data about who redeemed the coupon, and to use this information to

develop future targeted coupon leaflets for the users in order to provide relevant and

useful coupons to the users which would have a higher redemption rate and lead to

increased sales by the users. Furthermore, it would have been obvious for Yusuhiko to

include an expiration date on the coupons to motivate users to visit the stores in a

specific amount of time instead of having the coupon being valid indefinitely. Also,

stores might want to offer certain discounts on obsolete items to get rid of the inventory,

and therefore the customer would have to use the coupon quickly to take advantage of

the offer before the store runs out of the product, and one way to do this is by having an

expiration date on the coupon.

4.   In reference to claim 3, Yusuhiko teaches the image forming system further

comprising: receiving information by a reception controller (i.e. a salesperson can be

considered a reception controller, since he will be capturing information regarding

redeemed coupons manually) that users have taken advantage of specials sent from

the advertiser including coupons selected and edited by the information selector (i.e.

each redeemed coupon is stamped and marked at the store by the sales person to

indicate receipt based on purchased commodity, and different coupons are printed for

different advertisers according to the advertiser's requirements) (Page 3 lines 11-28,

Page 14 lines 4-13, Page 21 lines 15-16, Page 22 lines 10 to Page 23 lines 23, and

Figures 1-10).

Yusuhiko is silent about a statistical data processor to automatically account for

utilization information. Barnett teaches a statistical data processor to automatically

account for utilization information (col. 5 lines 23-34 and col. 7 lines 36-55).

It would have been obvious for Yusuhiko to include the use of a statistical data

processor to automatically account for utilization information to market subsequent

coupons more intelligently and to target coupon issuance in a more cost effective

manner by automating the collection of redemption data.

5.   In reference to claim 4, Yusuhiko teaches the image forming system further

comprising: receiving information by a reception controller (i.e. a salesperson can be

considered a reception controller, since he will be capturing information regarding

redeemed coupons manually) that users have taken advantage of specials sent from

the advertiser including coupons selected and frequency of utilization (i.e. each time a

coupon is redeemed coupon, it is stamped and marked at the store by the sales person

to indicate receipt based on purchased commodity, and different coupons are printed for

different advertisers according to the advertiser's requirements) (Page 3 lines 11-28,

Page 14 lines 4-13, Page 21 lines 15-16, Page 22 lines 10 to Page 23 lines 23, and

Figures 1-10).

Yusuhiko is silent about a statistical data processor to automatically account for

utilization information. Barnett teaches a statistical data processor to automatically

account for utilization information wherein the statistical data processor accounts for

and processes utilization information including information for redemption of coupons

issued at the store (i.e. customer buys item X and immediately receives a coupon for Y

which is also tracked at redemption in the store) and checks demographic data on users

obtained at the store (col. 5 lines 23-34, col. 7 lines 36-55, and col. 12 lines 45-54.

(col. 5 lines 23-34 and col. 7 lines 36-55).

It would have been obvious for Yusuhiko to include the use of a statistical data

processor to automatically account for utilization information wherein the statistical data

processor accounts for and processes utilization information for coupons including

those issued at the store in order to market subsequent coupons more intelligently and

to target coupon issuance in a more cost effective manner by using the collected

redemption and demographic data in real-time by presenting the users with additional

targeted coupons.

6.   In reference to claim 7, Yusuhiko teaches the image forming system wherein the

image forming unit charges not a user but the advertiser (i.e. there is a charge

associated with advertising in a newspaper for the advertiser, and by having multiple

advertisements by different advertisers on the same leaflet, the costs can be shared)

(Page 3 lines 1-9, Page 10 lines 27-30, Page 13 lines 13-17, and Page 19 lines 2-9) for

a fee related to the guidance information including a map indicating a route to the

advertiser and printed at the store in accordance with the amount of data printed in

relation to the advertiser (Page 3 lines 11-20, Page 4 lines 1-13, Page 8 lines 16-19,

Page 10 lines 3-21, Page 11 lines 15-26, Page 12 lines 12-16, and Figures 1-10).

7.   Claims 5 and 6 are rejected under U.S.C. 103(a) as being unpatentable over

Yasuhiko in view of Barnett and further in view of Yanagisawa et al (Patent Number

6,961,710).

In reference to claim 5, Yusuhiko does not teach the image forming system

further comprising: a transmission controller configured to control transmission of

statistical data and printing charge information from the statistical data processor to the

store, wherein the transmission controller informs the advertiser of a result of the

accounting processing.

Yanagisawa teaches the image forming system further comprising: a

transmission controller configured to control transmission of statistical data (i.e. number

of times an advertisement is printed) (col. 14 lines 32-52) and printing charge

information from the statistical data processor to the store (i.e. in store billing for

advertisers) (col. 8 lines 44 to col. 9 lines 7), wherein the transmission controller informs

the advertiser of a result of the accounting processing (i.e. how many times an

advertisement is printed) (col. 14 lines 32-52).

It would have been obvious for Yusuhiko to include the use of a transmission controller configured to control transmission of statistical data and printing charge information from the statistical data processor to the store, wherein the transmission controller informs the advertiser of a result of the accounting processing in order to facilitate advertiser billing and to give information to the advertiser regarding how many times their advertisement was actually printed in a given time period.

8.   In reference to claim 6, Yusuhiko teaches the image forming system wherein the information selector automatically controls the amount of data related to the advertiser and to be printed (i.e. there will be a specific combination of coupons and information printed with the map according to a pre-specified size and layout limitations for the leaflet) (Page 3 lines 24-28, Page 9 lines 13-22, Page 10 lines 3-21, and Figures 1-10).

Yusuhiko is silent about printing the advertiser data at the store based on a result of the accounting processing. Yanagisawa teaches printing the advertiser data (i.e. coupons) at the store (col. 7 lines 54-67, col. 9 lines 8-33, and Figure 16) based on a result of the accounting processing (i.e. payment receipt and targeting based on payment selection by age group, time of day, and number of times an advertisement should be displayed) (col. 14 lines 28-52 and Figures 9-13) at a store (i.e. store terminal or kiosk) (col. 4 lines 63 to col. 5 lines 5).

It would have been obvious for Yusuhiko to print the advertiser data at the store based on a result of the accounting processing to deliver customized coupons according to the advertiser's specifications in terms of size of the advertisement etc. at a point of sale, where it would most likely get redeemed by the customer immediately.

9.   Claims 9-13 are rejected under U.S.C. 103(a) as being unpatentable over

Yasuhiko in view of DeLapa et al (Patent Number 6,076,068).

In reference to claim 9, Yusuhiko teaches the image forming system wherein the

image forming unit includes an MFP (i.e. a printer that prints the leaflets that can be

distributed in a newspaper) having at least image printing and retrieving functions (i.e. a

printer that can lay out the leaflet for printing with various information) (Page 8 lines 17-

19, Page 10 lines 27 to Page 11 lines 13, Page 11 lines 28 to Page 12 lines 11, and

Figures 1-10), the MFP printing out a map indicating a route to the advertiser

designated by a name, a place, or a telephone number (Page 10 lines 3-21, Page 11

lines 28 to Page 12 lines 16, and Figures 1-10), advertisements for a destination or

surrounding stores and information on specials including coupons that can be used at a

destination or surrounding stores (Page 5 lines 1-7, Page 12 lines 18 to Page 13 lines 4,

Page 14 lines 4-13, Page 18 lines17 to Page 19 lines 8, and Page 23 lines 17-23, and

Figures 1-10).

Yusuhiko is silent about printing offers at the store (i.e. at a terminal or kiosk) in

which a terminal of a POS system functions as the sales management system has a

sales and customer data recording function. DeLapa teaches printing offers at the store

(i.e. at a terminal or kiosk) (col. 7 lines 47 to col. 8 lines 24, col. 9 lines 12-14, and

Figure 20) in which a terminal of a POS system functions as the sales management

system has a sales and customer data recording function (i.e. to track which coupons

are redeemed) (col. 5 lines 32-65 and col. 7 lines 8-46).

It would have been obvious for Yusuhiko to print offers at the store (i.e. at a

terminal or kiosk) in which a terminal of a POS system functions as the sales

management system has a sales and customer data recording function to ensure that

the user is presented with the most up to date and targeted coupons, and so that the

user will not have to remember to bring them to the store as they can be printed right

there and then.

10.   In reference to claim 10, Yusuhiko teaches the image forming system wherein

the image forming unit retrieves and prints out a map corresponding to the advertiser

(Page 10 lines 3-21, Page 11 lines 28 to Page 12 lines 16, and Figures 1-10).

11.   Claims 11-13 are rejected under U.S.C. 103(a) as being unpatentable over

Yasuhiko in view of DeLapa and further in view of Official Notice.

In reference to claim 11, Yusuhiko teaches the image forming system further

comprising: an MFP as the image forming unit having the image printing and retrieving

functions (Page 8 lines 17-19, Page 10 lines 27 to Page 11 lines 13, Page 11 lines 28 to

Page 12 lines 11, and Figures 1-10); wherein the MFP prints out a map information

indicating a route to the advertiser designated by a name, a place or a telephone

number (Page 10 lines 3-21, Page 11 lines 28 to Page 12 lines 16, and Figures 1-10),

advertisements for a destination or surrounding stores and information on specials

including coupons that can be used at a destination or surrounding stores (Page 5 lines

1-7, Page 12 lines 18 to Page 13 lines 4, Page 14 lines 4-13, Page 18 lines17 to Page

19 lines 8, and Page 23 lines 17-23, and Figures 1-10).

Yusuhiko is silent about a POS system functioning as the sales management

system by having a sales and customer data recording function, and a wireless

communications system for allowing data transfer between a POS system and the MFP.

DeLapa teaches a POS system functioning as the sales management system including

a sales and customer data recording function (i.e. to track which coupons are

redeemed) (col. 5 lines 32-65 and col. 7 lines 8-46) and printing data using a MFP that

receives data from the POS system (col. 7 lines 47 to col. 8 lines 24, col. 9 lines 12-14,

and Figure 20).

It would have been obvious for Yusuhiko to print offers at the store (i.e. at a

terminal or kiosk) in which a terminal of a POS system functions as the sales

management system including a sales and customer data recording function to ensure

that the user is presented with the most up to date and targeted coupons, and so that

the user will not have to remember to bring them to the store as they can be printed

right there and then.

Official Notice is taken that it is old and well known within the computer arts to

utilize a wireless communications system for allowing data transfer. This is done to

enable users to connect to a network without the need of a hardwired connection and to

utilize a cellular phone. Therefore, it would have been obvious to one having ordinary

skill in the art at the time the invention was made to utilize a wireless communications

system for allowing data transfer to take place without the use of cables. One would

have been motivated to use a wireless communications system especially if an Internet

hardwired connection point was not available, and in that case, a wireless would enable

that location to gain a connection without having to install a hardwired connection point and running cable to that location.

12.   In reference to claim 12, Yusuhiko teaches the image forming system wherein a map indicating a route to the advertiser designated beforehand is printed out by the MFP (Page 10 lines 3-21, Page 11 lines 28 to Page 12 lines 16, and Figures 1-10).

Yusuhiko does not teach printing at the store designated beforehand according to remote instruction sent by a wireless communications instrument of the wireless communications system. Official Notice is taken that it is old and well known within the business arts to submit print jobs wirelessly to save time by not having to print out the job upon reaching the store and by instead having the printed pages ready to go upon arrival to the store. An example of this is using a wireless computing device or a cellular phone to place a printing order with a store such as Kinko's. Therefore, it would have been obvious to one having ordinary skill in the art at the time the invention was made to carry out printing beforehand according to remote instructions sent via wireless communication to save time at checkout in the store.

13.   In reference to claim 13, Yusuhiko teaches the image forming system wherein the MFP has an image retrieving function that prints a map indicating a route to the advertiser (Page 10 lines 3-21, Page 11 lines 28 to Page 12 lines 16, and Figures 1-10).

Conclusion

14.   The prior art made of record and not relied upon is considered pertinent to applicant's disclosure include the following.

a)   Baker Patent Number 6,505,046. Teaches a method and apparatus for

distributing location-based messages in a wireless communication

network.

b)   DeLorme Patent Number 5,948,040. Teaches a travel reservation

information and planning system.

c)   Evans Patent Number 6,922,155. Teaches an information display board

that can be adapted for travelers at and can be located at a rest stop.

d)   Jheeta Patent Number 5,619,558. Teaches an ATM segment of one

marketing machine of printing out targeted coupons and offers with the

ATM receipt.

Any inquiry concerning this communication or earlier communications from

the examiner should be directed to Namrata (Pinky) Boveja whose telephone number is

571-272-8105. The examiner can normally be reached on Mon-Fri, 8:30 am to 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the

examiner's supervisor, Eric Stamber can be reached on 571-272-6724. On July 15,

2005, the Central FAX Number changed to **571-273-8300**. This new Central FAX

Number is the result of relocating the Central FAX server to the Office's Alexandria,

Virginia campus.

Information regarding the status of an application may be obtained from the

Patent Application Information Retrieval (PAIR) system. Status information for

published applications may be obtained from either Private PAIR or Public PAIR.

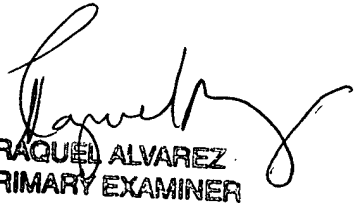Status information for unpublished applications is available through Private PAIR only.

For more information about the PAIR system, see http://pair-direct.uspto.gov. Should

you have questions on access to the Private PAIR system, contact the Electronic

Business Center (EBC) at 1866-217-9197 (toll-free).

NB

December 12th, 2005

RAQUEL ALVAREZ
PRIMARY EXAMINER

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